UNITED STATES SECURITIES AND EXCHANGE COMMISSION

SEC Mail Processing Scotion

Washington, D.C. 20549

FORM D

NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D, SECTION 4(6), AND/OR

Weshington, DUNIFORM LIMITED OFFERING EXEMPTION

| OMB APP | 'KUVAL |
|-------------------|-----------|
| OMB Number: | 3235-0076 |
| Expires: April: | 30, 2008 |
| Estimated averag | e burden |
| hours per respon: | se 16.00 |

| SEC USE ONLY | | | | | | | | |
|---------------|--|--------|--|--|--|--|--|--|
| Prefix | | Serial | | | | | | |
| | | | | | | | | |
| DATE RECEIVED | | | | | | | | |
| | | | | | | | | |

| Name of Offering (check if this is an amendment and name has changed, and indicate change.) | |
|---|--|
| Convertible Promissory Notes, the Preferred Stock issuable upon the conversion thereo upon the conversion of the Preferred Stock; Warrants to Purchase Preferred Stock, the the exercise thereof, and the Common Stock issuable upon the conversion of the Prefer | e Preferred Stock issuable upon |
| File Under (Check box(es) that apply): Rule 504 Rule 505 Rule 506 Section 4(6) | urc |
| Type of Filing: New Filing Amendment | 1) Mariki Bened serin benin dunda anno casar bani bena |
| A. BASIC IDENTIFICATION DATA | |
| 1. Enter the information requested about the issuer | <u> </u> |
| Name of Issuer (check if this is an amendment and name has changed, and indicate change.) | 08048340 |
| LimeLife, Inc. | |
| Address of Executive Offices (Number and Street, City, State, Zip Code) | Telephone Number (Including Area Code) |
| 4300 Bohannon Dr., Suite 230, Menlo Park, CA 94025 | (650) 292-5200 |
| Address of Principal Business Operations (Number and Street, City, State, Zip Code) (if different from Executive Offices) | Telephone Number (Including Area Code) |
| Same as above. | Same as above. |
| Brief Description of Business | PROCESSED |
| Development and publication of mobile telephone applications | FROCESSED |
| Type of Business Organization Corporation | r (please specify): MAY 2 0 2008 |
| | THOMSON REUTERS |
| Actual or Estimated Date of Incorporation or Organization: Month Year 0 6 0 4 | Actual Estimated |
| Jurisdiction of Incorporation or Organization: (Enter two-letter U.S. Postal Service abbreviation for State: | |
| CN for Canada; FN fo | or other foreign jurisdiction) |

GENERAL INSTRUCTIONS

Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

State:

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

| 2. Enter the information req | uested for the foll | owing: | | | |
|--|---------------------|--|----------------------------|---------------------|---------------------------------|
| | | ier has been organized wit | | | |
| Each beneficial owr securities of the issu | | wer to vote or dispose, or | direct the vote or dispos | ition of, 10% or | more of a class of equity |
| | | corporate issuers and of co | orporate general and manag | ging partners of pa | artnership issuers; and |
| Each general and ma | | - | | | |
| Check Box(es) that Apply: | □ Promoter | ■ Beneficial Owner | ■ Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if | • | | ······ | | |
| McDonnell, Kristin | 1 | | | | |
| Business or Residence Addres c/o LimeLife, Inc., | - | reet, City, State, Zip Code Dr., Suite 230, Menło Par | | | |
| Check Box(es) that Apply: | □ Promoter | Beneficial Owner | Executive Officer | ☐ Director | General and/or Managing Partner |
| Full Name (Last name first, if McKee, Denise | individual) | | | | |
| Business or Residence Addres | s (Number and St | reet City State Zin Code | 9 | | |
| | • | Dr., Suite 230, Menlo Pai | | | |
| Check Box(es) that Apply: | □ Promoter | Beneficial Owner | Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if | individual) | | | | |
| Haine, Gano | | | | | |
| Business or Residence Addres | s (Number and St | reet, City, State, Zip Code | :) | | |
| | - | Dr., Suite 230, Menlo Pai | | | |
| Check Box(es) that Apply: | ☑ Promoter | Beneficial Owner | Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if | individual) | <u> </u> | | | |
| Bowen, Thomas | | | | <u>.</u> | |
| Business or Residence Addres | ss (Number and St | reet, City, State, Zip Code | :) | | |
| c/o LimeLife, Inc., | 4300 Bohannon l | Dr., Suite 230, Menlo Pai | rk, CA 94025 | | |
| Check Box(es) that Apply: | Promoter | Beneficial Owner | Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if Fall, Rich | individual) | | | | |
| Business or Residence Addres | ss (Number and St | reet, City, State, Zip Code | e) | | |
| | | Dr., Suite 230, Menlo Pa | | | |
| Check Box(es) that Apply: | Promoter | Beneficial Owner | Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if | individual) | | | | |
| Kayton, Betty | | | | | |
| Business or Residence Addres | ss (Number and St | reet, City, State, Zip Code | () | | <u> </u> |
| c/o LimeLife, Inc., | 4300 Bohannon | Dr., Suite 230, Menlo Pai | rk, CA 94025 | | |
| Check Box(es) that Apply: | Promoter | ☐ Beneficial Owner | ☑ Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if | individual) | | | | |
| Rybka, Barbara | | | | | |
| Business or Residence Addres | ss (Number and St | reet, City, State, Zip Code | | | |
| c/o LimeLife, Inc., | 4300 Bohannon | Dr., Suite 230, Menlo Pa | rk, CA 94025 | | |

A. BASIC IDENTIFICATION DATA

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

| | A. BASIC IDENTI | FICATION DATA | | |
|--|--|----------------------------|---------------------------------------|---------------------------------|
| Enter the information requested for the follow Each promoter of the issuer, if the issuer Each beneficial owner having the power securities of the issuer; Each executive officer and director of content in Each general and managing partner of page 1. | has been organized with the to vote or dispose, or rporate issuers and of co | direct the vote or disposi | | |
| | Beneficial Owner | Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if individual) Core Capital Partners II-S, L.P. (and | affiliated fund) | | | |
| Business or Residence Address (Number and Stree 1401 I St. NW, Suite 1000, Washington | |) | · · · · · · · · · · · · · · · · · · · | |
| Check Box(es) that Apply: Promoter | Beneficial Owner | Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if individual) Staenberg, Jon | | | | |
| Business or Residence Address (Number and Stree c/o Rustic Canyon Ventures SBIC, LP. | | | Monica, CA 904 | 04 |
| Check Box(es) that Apply: Promoter | Beneficial Owner | ☐ Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if individual) Austin, Chip | | | | |
| Business or Residence Address (Number and Stree c/o I-Hatch Ventures, LP, 599 Broadw | | | · | |
| Check Box(es) that Apply: | Beneficial Owner | ☐ Executive Officer | ☑ Director | General and/or Managing Partner |
| Full Name (Last name first, if individual) Matteucci, Paul | | | | |
| Business or Residence Address (Number and Stree c/o U.S. Venture Partners, 2735 Sand | · • | | | |
| Check Box(es) that Apply: Promoter | Beneficial Owner | ☐ Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if individual) Robinson, Nicolette | | | | |
| Business or Residence Address (Number and Stree c/o LimeLife, Inc., 4300 Bohannon Dr. | · · · · · · · · · · · · · · · · · · · | | | |
| Check Box(es) that Apply: Promoter | Beneficial Owner | ☐ Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if individual) U.S. Venture Partners IX, L.P. | | | | |
| Business or Residence Address (Number and Stree 2735 Sand Hill Rd., Menlo Park, CA 9 | • |) | | |
| Check Box(es) that Apply: | Beneficial Owner | ☐ Executive Officer | Director | General and/or Managing Partner |
| Full Name (Last name first, if individual) Rustic Canyon Ventures SBIC, LP | | | | |
| Business or Residence Address (Number and Stree | • | | | |

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

| | | A. BASIC IDENTI | FICATION DATA | | | | | | | | |
|--|---|--|--|--------------------|---------------------------------|--|--|--|--|--|--|
| Each promoter of th Each beneficial ow securities of the issue | Each promoter of the issuer, if the issuer has been organized within the past five years; | | | | | | | | | | |
| Each general and m | anaging partner of | partnership issuers. | | | | | | | | | |
| Check Box(es) that Apply: | Promoter | Beneficial Owner | ☐ Executive Officer | Director | General and/or Managing Partner | | | | | | |
| Full Name (Last name first, i I-Hatch Ventures, | - | | | · | | | | | | | |
| Business or Residence Addre | | reet City State Zin Code |) | | | | | | | | |
| 599 Broadway, 11 ^t | • | | , | | | | | | | | |
| Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner | | | | | | | | | | | |
| Full Name (Last name first, i | • | | | | | | | | | | |
| | ·-· · · · · · · · · · · · · · · · · · · | nd affiliated funds) | | | | | | | | | |
| Business or Residence Addre | ` | |) | | | | | | | | |
| 350 Cambridge Av | <u> </u> | | | | - | | | | | | |
| Check Box(es) that Apply: | ☐ Promoter | Beneficial Owner | Executive Officer | ☐ Director | General and/or Managing Partner | | | | | | |
| Full Name (Last name first, i Giliberti, James | f individual) | | | | | | | | | | |
| | an (Number and St. | enst City State 7in Code | <u>. </u> | _ | | | | | | | |
| Business or Residence Addre c/o LimeLife, Inc., | • | reet, City, State, Zip Code Dr., Suite 230, Menlo Pai | • | | | | | | | | |
| Check Box(es) that Apply: | ☐ Promoter | ☐ Beneficial Owner | Executive Officer | Director | General and/or Managing Partner | | | | | | |
| Full Name (Last name first, i Sharp, Timothy | f individual) | | | | | | | | | | |
| Business or Residence Addre | | reet, City, State, Zip Code Dr., Suite 230, Menlo Pai | | ·· | | | | | | | |
| Check Box(es) that Apply: | Promoter | Beneficial Owner | Executive Officer | □ Director | General and/or | | | | | | |
| | | | | | Managing Partner | | | | | | |
| Full Name (Last name first, i Wheeler, Thomas | i individual) | | | | | | | | | | |
| Business or Residence Addre | • | • | | | | | | | | | |
| c/o Core Capital P | artners, 1401 I St. | . NW, Suite 1000, Washi | | | | | | | | | |
| Check Box(es) that Apply: | Promoter | ☐ Beneficial Owner | Executive Officer | ☐ Director | General and/or Managing Partner | | | | | | |
| Full Name (Last name first, i | f individual) | | | | | | | | | | |
| Business or Residence Addre | ss (Number and St | reet, City, State, Zip Code |) | | | | | | | | |
| Check Box(es) that Apply: | Promoter | Beneficial Owner | Executive Officer | Director | General and/or Managing Partner | | | | | | |
| Full Name (Last name first, i | f individual) | | | | | | | | | | |
| · · · · · · · · · · · · · · · · · · · | | | ·· · · · · | | | | | | | | |
| Business or Residence Addre | ss (Number and Sti | reet, City, State, Zip Code | ·) | | | | | | | | |
| | (Use blank sh | eet, or copy and use add | itional copies of this shee | et, as necessary.) | | | | | | | |

| | | | | | | B. INFOR | MATION | ABOUT O | FFERING | | | | | |
|----------|--------------------------|---|--|----------------------|--|---|--|---|---|-----------------------------|---|--------------------|------------|-------------|
| | | | | | | | | | | | | | Yes | No |
| ı. | Has t | he issuer | sold, or do | es the issu | | | | | | | | ••••• | | \boxtimes |
| _ | | | | | | • | | | ling under l | | | | | |
| 2. | What | t is the mi | nimum inv | estment t | hat will be | accepted | from any in | dividual? | ************** | | | \$ <u>N</u> | | |
| 3. | Does | the offeri | ng permit | ioint own | ership of a | single uni | t? | | | , | | ***** | Yes | N° □ |
| | | | | _ | - | _ | | | | | or indirectl | | | |
| | comm If a p or sta | nission or erson to b ites, list th | similar re se listed is ne name of | muneration an associ | n for solid ated perso er or deale | citation of n or agent r. If more | purchasers of a broker than five (| in connecti or dealer r | on with sale egistered with o be listed a | es of securi ith the SEC | ties in the of and/or with d persons of | fering. a state | | |
| Full | | e (Last nai N/A | me first, if | individua | l) | | | | | | | | | |
| Ruci | | | nce Addres | e (Numba | r and Stra | et City St | ate, Zip Co | de) | | | | | | |
| Dusi | iiess t | Ji Keşidei | ice Addres | S (IAUIIIDE | and Site | ei, City, Si | ate, Zip Co | dc) | | | | | | |
| Nam | e of A | Associated | Broker or | Dealer | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | - | | | | | - | licit Purcha | | | | | | _ | |
| (C | heck | "All State | s" or chec | k individu | al States) | | ····· | | | | | | ∐ Al | 1 States |
| [A] | L] | [AK] | [AZ] | [AR] | [CA] | [CO] | [CT] | [DE] | [DC] | [FL] | [GA] | [HI] | [ID | } |
| [ו נ | -] | [IN] | [A I] | [KS] | [KY] | [LA] | [ME] | [MD] | [MA] | [MI] | [MN] | [MS] | [MC |)] |
| [M | _ | [NE] | [NV] | [NH] | [N] | [NM] | [NY] | [NC] | [ND] | [OH] | [OK] | [OR] | [P A | _ |
| [R | [] | [SC] | [SD] | [TN] | [TX] | [UT] | [VT] | [VA] | [WA] | [WV] | [WI] | [WY] | [P R |] |
| Full | | • | me first, if | individua | l) | | | | | | • | | | |
| | | N/A | | | | | | • | . <u>.</u> | | | | | |
| Busi | ness o | or Resider | ice Addres | s (Numbe | r and Stre | et, City, St | ate, Zip Co | de) | | | | | | |
| Nam | e of A | Associated | Broker or | Dealer | | | | | | | - | | | |
| State | e in V | Which Per | son Listed | Has Solie | rited or Int | ends to So | licit Purcha | sers | | | | | | |
| | | | | | | | | | | | | | □ A1 | l States |
| ` [A] | | [AK] | [AZ] | [AR] | [CA] | (CO) | [CT] | [DE] | [DC] | [FL] | [GA] | (HI) | [ID | 1 |
| [11 | • | [IN] | [IA] | [KS] | [KY] | [LA] | [ME] | [MD] | [MA] | [MI] | [MN] | [MS] | [MC | = |
| [M | _ | [NE] | [NV] | [NH] | [NJ] | [NM] | [NY] | [NC] | [ND] | [OH] | [OK] | [OR] | [P A | - |
| [R | - | [SC] | [SD] | [TN] | [TX] | [UT] | [VT] | [VA] | [WA] | [wv] | [WI] | [WY] | [PR | |
| | | | me first, if | | | | | | | | | | | |
| | | N/A | | | , | | | | | | | | | |
| Busi | | | nce Addres | s (Numbe | r and Stre | et, City, St | ate, Zip Co | de) | | | | | | |
| Nam | e of A | Associated | Broker or | Dealer | | | | | | | | | | |
| | | | . | | | 1 | 11 11 15 1 | | | | | , | | |
| | | | | | | | licit Purcha | | | | | | | l States |
| | | | | | | | | | | fri i | | [111] | | |
| [A] | | (AK) | [AZ] | [AR] | [CA] | [CO] | [CT] | [DE] | [DC] | [FL] | [GA] | [HI] | (ID (M) | _ |
| [1] M | | [IN] | [IA] | (KS) | [KY] | [LA] | [ME] | [MD] [NC] | [MA] [ND] | [MI] [OH] | [MN] [OK] | [MS] [OR] | [PA | |
| [M [R | | [NE] [SC] | [NV] [SD] | [NH] [TN] | [XT] | [NM] [UT] | [NY] [VT] | [VA] | [WA] | [WV] | [WI] | [WY] | [PR | |
| [1 | ٠,1 | [20] | رمی | [.,,] | [] | [~1] | [,,] | [, 1,] | [w] | r., , 1 | r • 1 | r 1 | r | . 1 |

| | already sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged. Type of Security | | gregate | | Aı | mount Already |
|-----------|---|-------------|--------------------|-------------------------|-------------|---------------------------------------|
| | | Of | fering Price | | | Sold |
| | Debt | s _ | -0- | _ | \$ _ | -0- |
| | Equity | \$_ | -0- | _ | \$_ | -0- |
| | ☐ Common ☐ Preferred | _ | | | | |
| | Convertible Securities (including warrants) Convertible Notes and Warrants | s _ | 1,800,000.02 | <u>:</u> | \$ _ | 900,000.01 |
| | Partnership Interests | \$_ | -0- | _ | \$ _ | -0- |
| | Other (Specify) | \$ _ | -0- | | \$ _ | -0- |
| | Total | s _ | 1,800,000.02 | <u>:</u> | \$_ | 900,000.01 |
| | Answer also in Appendix, Column 3, if filing under ULOE. | | | | | |
| 2. | Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero." | | | | | |
| | | | Number nvestors | | Do | Aggregate llar Amount Purchases |
| | Accredited Investors | | 11 | | \$ | 900.000.01 |
| | Non-accredited Investors | | -0- | | \$ | 0- |
| | Total (for filings under Rule 504 only) | | | | S | |
| }. | If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C - Question 1. | | | | | |
| | Type of offering | | ype of ecurity | | Dol | liar Amount Sold |
| | Rule 505 | | N/A | | \$ | -0- |
| | Regulation A | | N/A | | s | -0- |
| | Rule 504 | | N/A | | \$ | -0- |
| | Total | | N/A | | \$ | -0- |
| 4. | a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate. | | | | | |
| | Transfer Agent's Fees | | . [| | \$ | -0- |
| | Printing and Engraving Costs | | . | | \$ | -0- |
| | Legal Fees | | | Ø | \$ | To be determined |
| | Accounting Fees | | . 1 | | s | -0- |
| | Engineering Fees | | | | s — | -0- |
| | Sales Commissions (specify finder's fees separately) | | | | <u> </u> | -0- |
| | Other Expenses (identify) | | | | s | -0- |
| | | | | $\overline{\mathbf{X}}$ | _ | |

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

determined

| | C. OFFERING PRICE, N | UMBER OF INVESTORS, EXPENSES A | ND U | SE C | OF PROCEED | S | | |
|------|--|--|------------------|-----------|--|-------------|------------|------------------------|
| | b. Enter the difference between the aggregar Question 1 and total expenses furnished in results adjusted gross proceeds to the issuer." | ate offering price given in response to Part C - sponse to Part C - Question 4.a. This differen | ce is t | he | | \$ _ | 1,8 | 00,000.02 |
| 5. | Indicate below the amount of the adjusted gused for each of the purposes shown. If the estimate and check the box to the left of the the adjusted gross proceeds to the issuer set for | e amount for any purpose is not known, fun estimate. The total of the payments listed mus | nish a st equ | มา | | | | |
| | | | | | Payments to Officers, Directors, & Affiliates | | | nents To thers |
| | Salaries and fees | | | S | -0- | □ \$ | | -0- |
| | Purchase of real estate | | | | -0- | | | -0- |
| | Purchase, rental or leasing and installation | on of machinery and equipment | | \$ | -0- | □ \$ | | -0- |
| | Construction or leasing of plant building | s and facilities | | s | -0- | □ \$ | | -0- |
| | Acquisition of other business (including offering that may be used in exchange for issuer pursuant to a merger) | the value of securities involved in this or the assets or securities of another | | s | -0- | □ s | | -0- |
| | | | H | \$ | -0- | | | -0- |
| | • • | | | \$ | -0- | ⊠ s | 1, | 800,000.02 |
| | | | | | | | | |
| | | | | \$ | <u>.</u> | □ \$ | . <u> </u> | |
| | | | | \$ | | ⊠ \$ | l, | 800,000.02 |
| | Total Payments Listed (column totals ad | ded) | | | | ⊠ \$ | 1, | 800,000.02 |
| | | | | | | | | |
| | | D. FEDERAL SIGNATURE | | | | | | |
| foll | e issuer has duly caused this notice to be sign owing signature constitutes an undertaking by staff, the information furnished by the issuer to | the issuer to furnish to the U.S. Securities and | l Excl | ange | Commission, u | d unde | r Rui | le 505, the request of |
| Issu | uer (Print or Type) | Signature \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ | | Da | te | | - | |
| Lir | neLife, Inc. | Kristin Mobbiell | | Ma | irch <u>31</u> , 2008 | | _ | |
| Naı | me of Signer (Print or Type) | Title of Signer (Print or Type) | | | | | | |
| Kr | istin McDonnell | President and Chief Executive Officer | | | | | | |

END

ATTENTION

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)